



Sample Press Release

For Use With Local Media

Fill in or add appropriate local information before distributing to local newspapers, radio, and/or television news departments.

Contact Person:

Company Name :

Voice Phone Number:

FAX Number:

Email Address:

“RACE Into Reading” Project Coming to _____

“RACE Into Reading - Reading About Career Experiences” is a new school/community service project available to Missouri’s Career and Technical Student Organizations, for the 2005-2006 school year.

The _____ chapter(s) of _____
_____ will be starting the program at the _____ in
grade(s) _____, beginning in _____.

Missouri’s Career and Technical Student Organizations (CTSO’s) include: DECA, Future Business Leaders of America (FBLA), Family, Career, and Community Leaders of America (FCCLA), FFA, SkillsUSA, and Technology Student Association (TSA). Missouri boasts some 1500 local CTSO chapters representing these six organizations and involving some 70,000 students.

Focusing on grades 2-3, many local CTSO chapters in Missouri will be implementing “RACE Into Reading” in their local school district, using projects and activities which are useful in helping teachers meet district goals for reading improvement, while promoting career exploration and awareness.

“RACE Into Reading – Reading About Career Experiences” is a project through Missouri Career Education, a division of the Department of Elementary and Secondary Education. For the 2005-2006 school year, some 500 Missouri CTSO chapters have received project “toolkits”, which include resource and incentive items to enhance the project locally.

Although the program does not directly teach reading skills to students, it is hoped that by having secondary students interact in a positive way with elementary students, both the high school and elementary students will be encouraged to continue reading for fun and for information.

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RACE into Reading – Reading About Career Experiences - a program through Missouri Career Education

